



ANIMAL HEALTH

# Comprehensive Dentistry



# You're making a difference.



You improve patients' lives every day, giving them more time with the people they love and who love them. **Thank you.**

You're our kind of people, and we can't wait to help you design even better care at your clinic with a comprehensive dentistry plan.



# You've seen the statistics.

**Most pets over the age of two suffer from periodontal disease.<sup>1</sup>**

Have you thought about what that means for your patients? They could be enduring untreated oral pain.



Even at advanced, painful stages of oral disease, many animals do not show obvious signs of discomfort, and many owners do not recognize the subtle signs of pain.



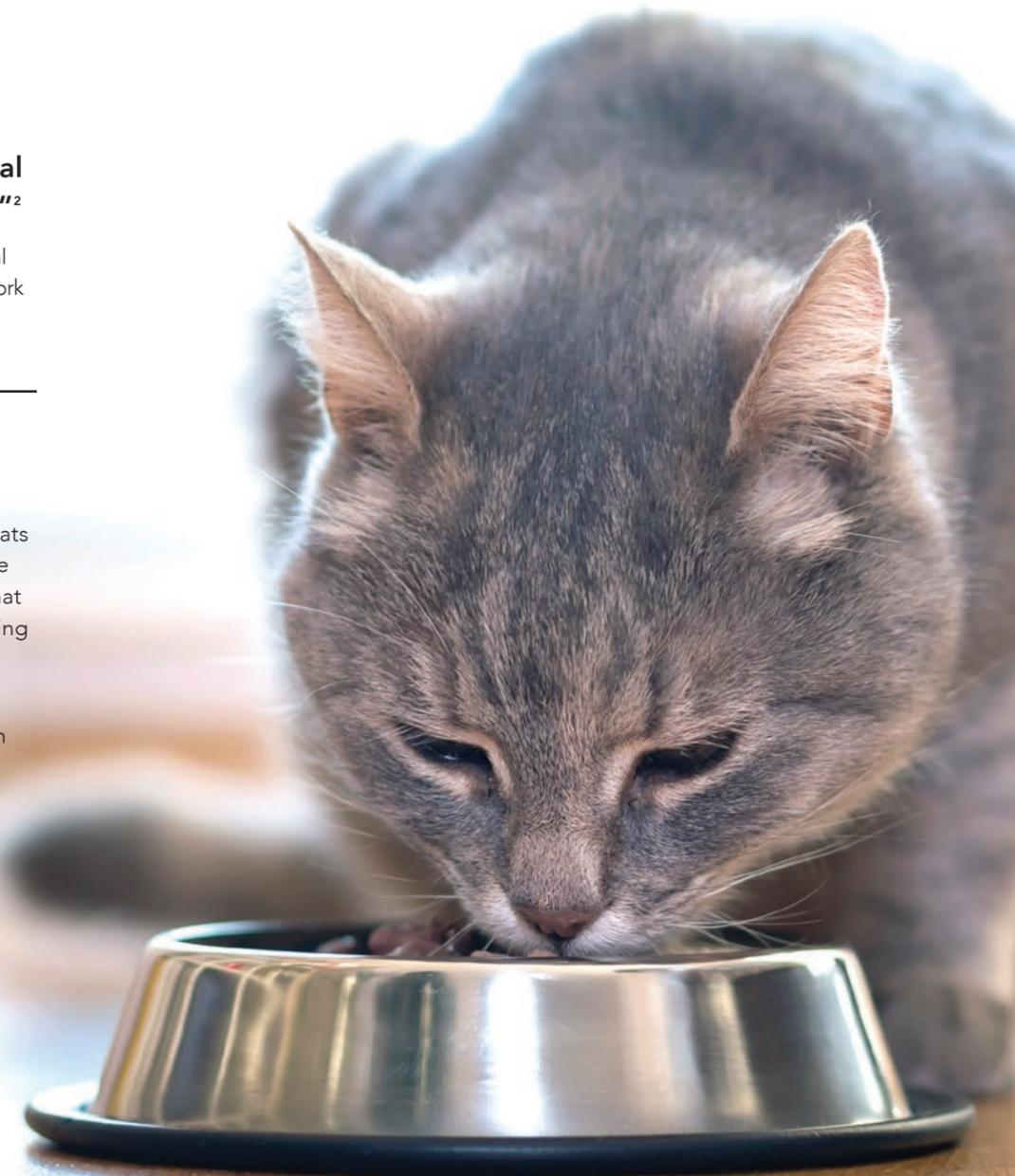
**“The majority of owners believe, intuitively, that animals experiencing oral pain should stop eating.”<sup>2</sup>**

According to Dr. Eric Davis of Animal Dental Specialists of Upstate New York

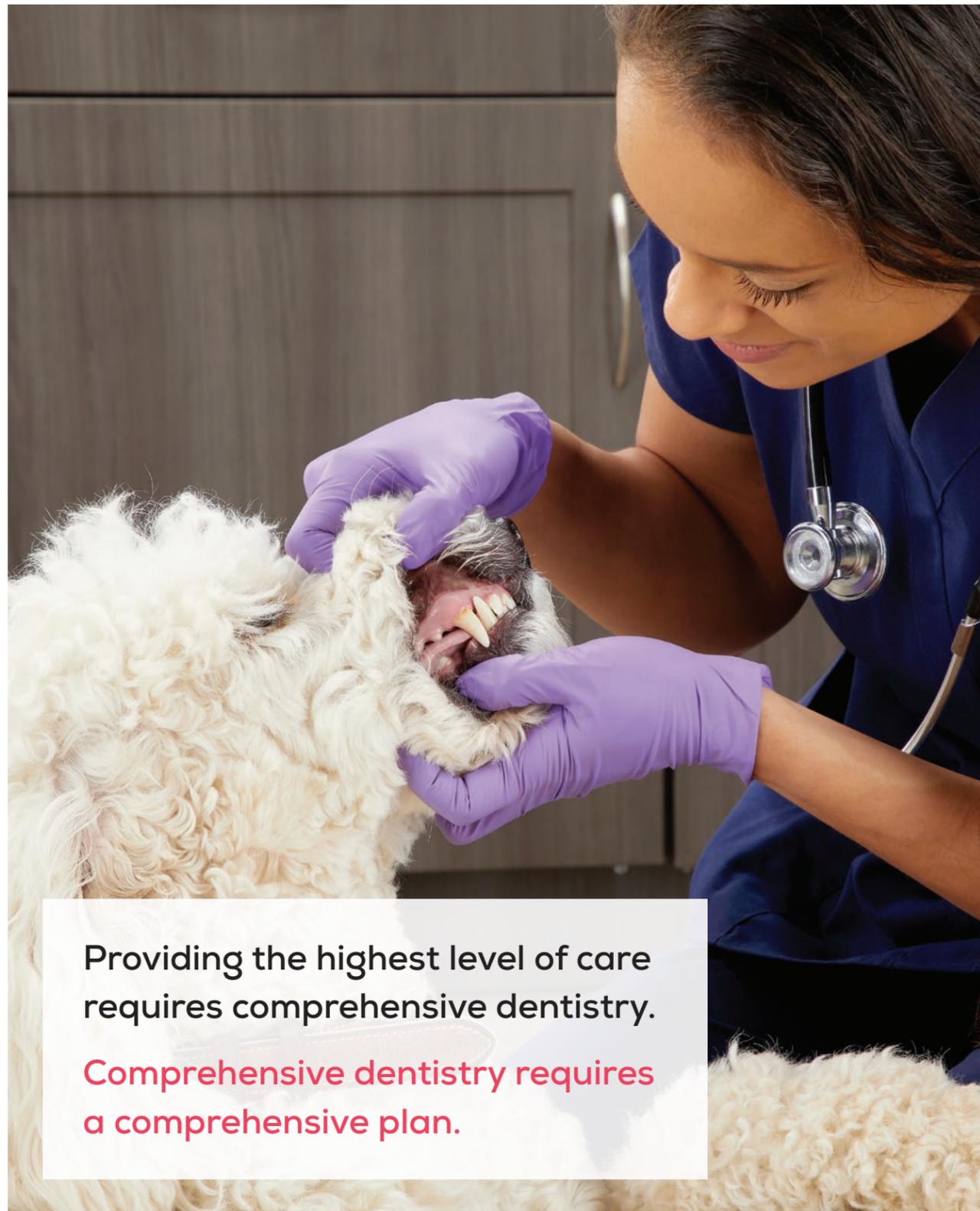
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What owners may not realize is that most household dogs and cats continue eating normally, despite dental pain. Dr. Davis explains that they avoid using their teeth, opting to swallow most dry, pelletized food particles whole.

You have an opportunity to teach your clients about their pets' eating habits, and to help them understand why a pet's normal behavior doesn't always mean they are healthy or pain free. The conditions we find painful are similarly painful for our pets, even if they are skilled at hiding their discomfort.



Lifting the lip is just the start.



Providing the highest level of care requires comprehensive dentistry.

**Comprehensive dentistry requires a comprehensive plan.**

## What does a Comprehensive Dentistry Plan look like?

### IT'S PROACTIVE

- Help your patients avoid oral disease by prescribing annual cleanings and evaluations under anesthesia.
- Reduce the number of advanced stage CORE procedures by focusing on periodontal disease prevention.
- Invest in training and education for you and your staff, to enhance the dental skills you already have.

### IT'S INCLUSIVE

- Provide your entire team with training that will build their confidence and engagement in every patient's oral health care plan.
- Educate clients on the importance of preventing and treating disease. Everyone should be delivering the same message.
- Ensure everyone at the hospital understands their role and appreciates its importance to the patient, client and hospital.

### IT'S PURPOSEFUL

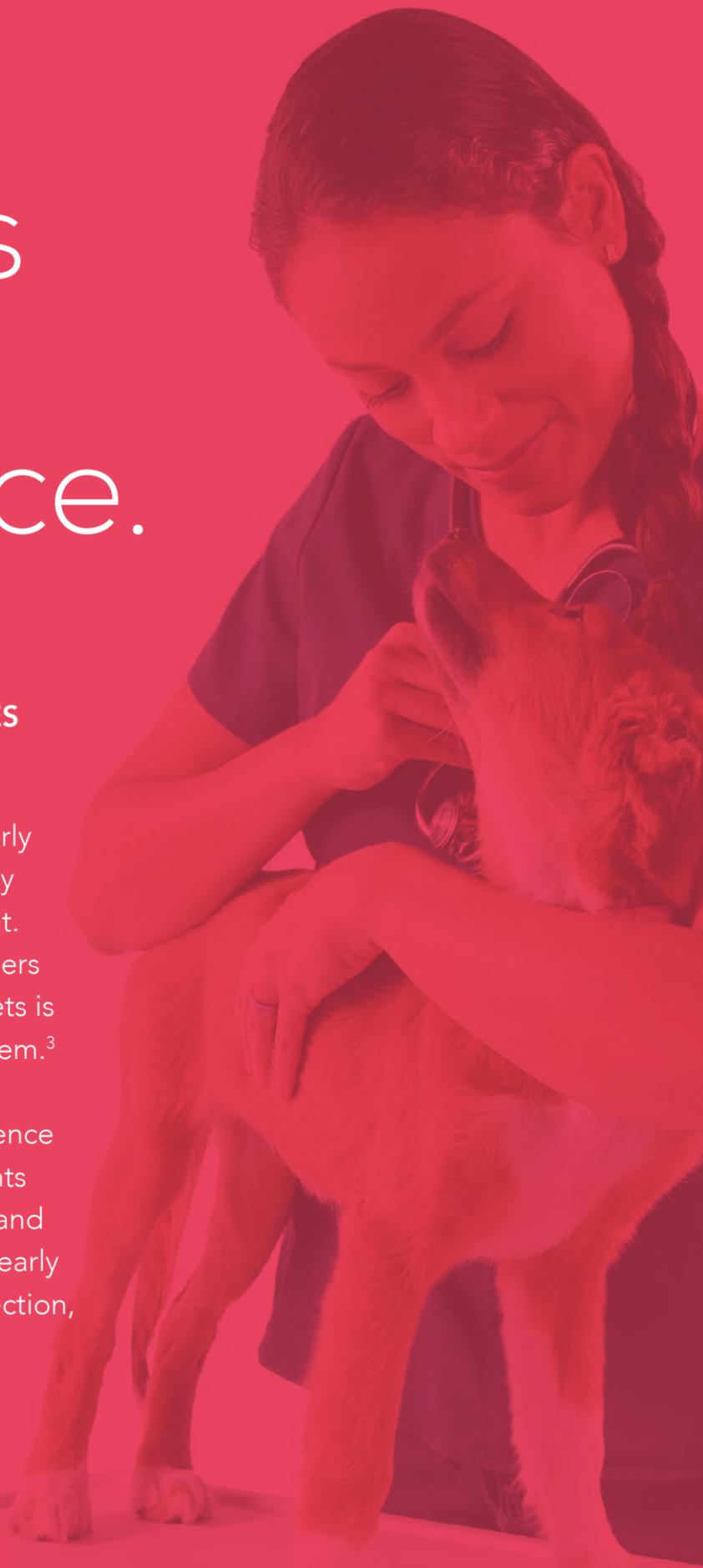
- Practice oral procedures in a dedicated space for dentistry, with reliable and ergonomic equipment.
- Implement and follow hospital-wide standards that support safety regulations and maximize efficiency.
- Create a desirable work environment where everyone aligns to provide the highest level of care, leading to healthy patients and satisfied clients.

# Your patients need your voice.

## PRESCRIBE C.O.R.E. PROCEDURES EARLY + OFTEN

Clients often don't recognize the early signs of oral pain in their pets. If they did, they would likely seek treatment. Yet the number one reason pet owners fail to schedule oral care for their pets is because it isn't recommended to them.<sup>3</sup>

Your voice can make a critical difference for your patients. Educate your clients and schedule Comprehensive Oral and Radiographic Evaluations (CORE)—early and often—to prevent pain and infection, tooth loss or systemic health issues.



## ALIGN STAFF WITH EDUCATION AND CLIENT MESSAGING

Whole team training, conducted in your hospital, ensures your entire team is delivering and reinforcing consistent messaging around the importance of oral healthcare protocols.



**"Getting to witness a dramatic change in a pet's well-being is so rewarding.**

The investment in veterinary dentistry with Midmark products and training was a no-brainer. The expense is minimal compared to the rewards—even in the first year."

—Thomas Klein, DVM + Buddy and Bandit  
East Hilliard Veterinary Services



Scan the QR code to see the full story



# Discover your dentistry opportunity



Imagine the possibilities

Midmark conducted a landmark study to determine key factors for improving patient care and creating sustained success in dentistry for a small-animal practice.<sup>4</sup> We provided five clinics with comprehensive training, state-of-the-art dental equipment and marketing support.

## THE CLINICS ACHIEVED REMARKABLE RESULTS<sup>5</sup> IN JUST 12 MONTHS:

- Doubled dentistry revenue
- Added \$75,000 in incremental revenue annually
- Doubled number of patients treated



## HOW COULD \$75,000 ADDED REVENUE IMPACT YOUR CLINIC ANNUALLY?

### Invest in education

Empower your staff by investing in continuing education opportunities. Expanding their knowledge and credentials increases staff satisfaction and supports better patient care.

### Enrich your team

With the additional revenue, you could reevaluate compensation plans for your current team or hire additional staff to help treat more patients.

### Improve the clinic

Invest in your space with new equipment, a remodel, expansion—any number of improvements—to help build your business and care for more patients.



### Dentistry Calculator Tool

Find out how many patients with periodontal disease you are missing—and how much revenue you could earn by treating them—with our simple calculator tool. Visit: [untreatedpatients.com](http://untreatedpatients.com)



**"To say that we're at a different place today from where we were when we started (with Midmark) would be a monumental understatement."**

—Dr. Kurt Klepitsch, Owner, Gateway Veterinary Clinic

# Does this look familiar?

## You're not alone.

This picture shows a common example of a shared treatment space in veterinary hospitals. While most care teams adapt to their spaces, the high traffic flow through these areas can quickly become cluttered and prevent clinics from operating at peak efficiency while further impacting:

- 1 SAFETY**  
Cluttered equipment, aerosolized bacteria and tripping hazards compromise safety in this shared space.
- 2 ERGONOMICS**  
Poor lighting, insufficient leg room under tables, reaching for equipment that is not close enough, and using non-swivel handpieces can all compromise ergonomics, which can shorten the careers of clinical staff.
- 3 CAPACITY**  
A single-table setup can limit how many patients this clinic is able to treat each day.



# Together, we can design the dentistry suite of your dreams.

Whether you are looking to build a new hospital or renovate your current space, we can help you create an environment that clearly illustrates your dedication to high-quality care. Let us help you build a practice designed to improve efficiency, attract and retain talented staff and lead to better clinical outcomes.



## LET'S BRING YOUR VISION TO LIFE.

Midmark design experts can create multiple 3D configurations of the same space to help you immerse yourself in the options and choose the layout that will work best for your team.



We can help you sort through cost- and aesthetic-related decisions regarding colors, finishes, countertops, handles and other options. You don't have to do this alone.



# Midmark comprehensive dentistry solutions are designed to fit your practice and create better care experiences for everyone—from staff, to patients to clients.

Choose from a combination of fully-integrated products and solutions designed to meet your animal care facility's needs:

- Anesthesia + Monitoring
- Dental Suite Design
- Handpieces + Accessories
- Boarding + Containment
- Dental/Surgery Tables
- Instrument Processing
- Cabinetry
- Digital Dental Radiography
- LED Procedure Lighting
- Dental Delivery Systems
- Ergonomic Seating
- Synthesis® Mobile Treatment Carts



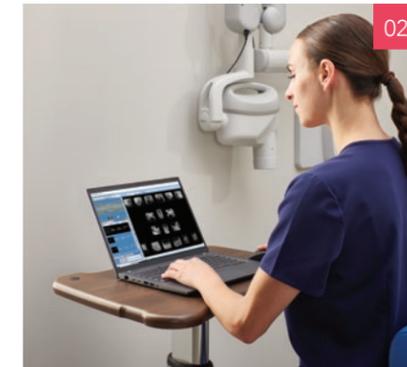
## EXPERT CLINICAL + TECHNICAL SUPPORT

Our Clinical Support team of credentialed technicians will guide you through equipment usage, sharing best practice for system settings, patient positioning and monitor readings. Our Technical Support team is available for general troubleshooting questions, helping you quickly identify and resolve issues. Both teams bring extensive knowledge and experience to ensure you have what you need to provide the highest level of care.



### 01 MULTIPARAMETER MONITORING

The safety-focused Midmark Multiparameter Monitor helps clinicians identify and manage common anesthetic occurrences and avert possible complications.



### 02 DIGITAL DENTAL RADIOGRAPHY

Using radiography software designed by veterinary specialists, the Midmark DC X-ray and Bite-Resistant DR sensor provide superior image quality.

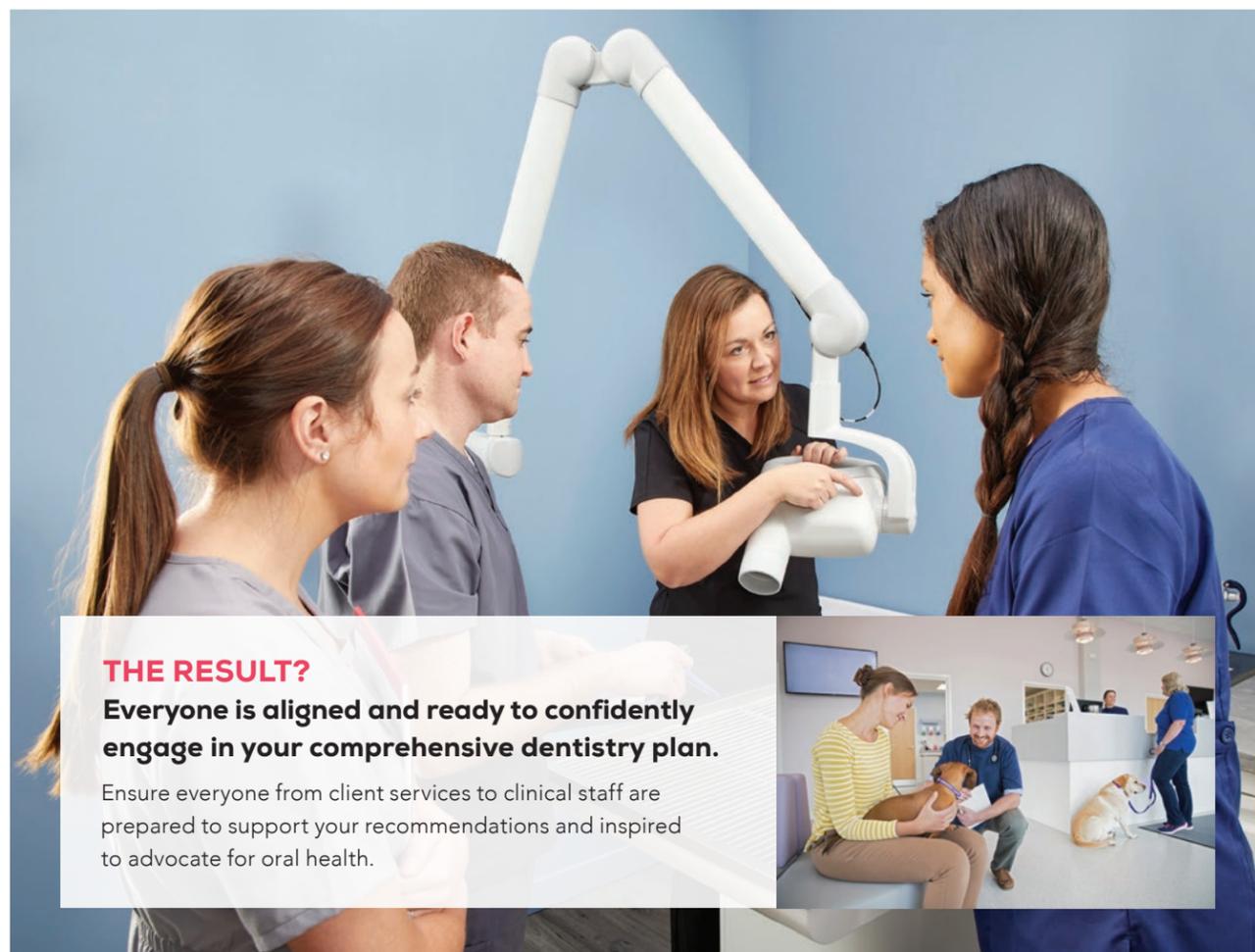


### 03 MOBILE DENTAL DELIVERY UNIT

The Midmark Mobile Dental Delivery is an all-in-one system that does not require added equipment. Reliable and easy to use, it is an ideal choice when adding comprehensive dentistry to your practice.

# Empower your whole team with education through Midmark Academy<sup>SM</sup>

Consider that a comprehensive dentistry program includes more than the physical space and equipment for patient care delivery. Successful outcomes can hinge on team engagement. That's why whole team training ensures that everyone on your team is prepared to embrace new processes, equipment and procedures. Accredited Specialists from Midmark Academy will deliver comprehensive training in your clinic, using your equipment, with your staff.



**THE RESULT?**  
**Everyone is aligned and ready to confidently engage in your comprehensive dentistry plan.**  
 Ensure everyone from client services to clinical staff are prepared to support your recommendations and inspired to advocate for oral health.

## Most veterinarians receive as little as four hours of dentistry-specific training in school.<sup>6</sup>



### RACE-APPROVED CONTINUING EDUCATION

Enroll in courses designed to provide essential training for your entire staff. With over 40 hours of RACE-approved clinical training, you can receive almost 10 times as much dentistry training as most students receive in veterinary school. See a list of all the courses Midmark Academy offers!



To schedule or learn more about the transformational Gold Package training event visit [MidmarkAcademy.com](http://MidmarkAcademy.com) or contact [midmarkacademy@midmark.com](mailto:midmarkacademy@midmark.com).



### MIDMARK ACADEMY CLINICAL TRAINING

Midmark prescribes the Gold Package Dentistry Training which is a two-day in-clinic training event. The first day begins with the Dentistry Best Practices interactive workshop for your entire staff. This workshop is customized to your practice and designed to engage your team in launching a comprehensive dental program that will take oral care for your patients to the next level.

The second day clinical lab will prepare your veterinarians and technicians with the skills and confidence to perform comprehensive oral radiographic evaluation ("C.O.R.E.") procedures and to treat underlying oral disease with fundamental techniques in pain management and oral surgery.

**Following this approach, more than 350 hospitals nationwide have experienced results that include:**

- Better client compliance
- Improved patient outcomes
- Team empowerment
- Reduced turnover
- Practice growth



"What's  
really  
important  
is **having  
more  
time with  
the pets  
we love.**"

—Thomas Klein, DVM  
East Hilliard Veterinary Services





## Designing better care.®



Scan the code for a more complete view of our comprehensive equipment solutions in our current catalog.

### SOURCES

- 1 Brook A. Niemiec, "Periodontal Disease: Utilizing Current Information to Improve Client Compliance" Today's Veterinary Practice, 2012, [www.todaysveterinarypractice.com/dentistry/practical-dentistry-periodontal-disease-utilizing-current-information-to-improve-client-compliance/](http://www.todaysveterinarypractice.com/dentistry/practical-dentistry-periodontal-disease-utilizing-current-information-to-improve-client-compliance/)
- 2 Eric M. Davis, DVM, FAVD, Dipl. AVDC. "The Whole Tooth and Nothing But the Truth: Pain, Pain, Go Away." Animal Dental Specialists of Upstate New York (n.d.), 2019, [www.adsuny.com/pain-pain-go-away.pml](http://www.adsuny.com/pain-pain-go-away.pml).
- 3 NAVC Clinician's Brief, March 2005
- 4 Midmark Corporation study
- 5 Calculations, based on the AAHA Financial & Productivity Pulsepoints and Veterinary Fee Reference Guide, both 10th Editions. DOUBLE YOUR DENTISTRY® A STUDY OF 5 PRACTICES AND THEIR KEYS TO SUCCESS Cindy Charlier, DVM, Dip AVDC Andrew Schultz, Jr. MBA
- 6 The State Of Veterinary Dental Education In North America, Canada And The Caribbean J. Anderson, G. Goldstein, K. Boudreaux, J. Ilkiw, JVME 44 (2), 2017, AAVMC



USGBC MEMBER CARB 93129.2 Phase 2 Compliant and TSCA Title VI Compliant

Midmark is an ISO 13485 and ISO 9001 Certified Company. Certain products are not included. See the complete list at: [midmark.com/ISO](http://midmark.com/ISO)

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